

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8889 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

| | | | |
|--------|------------------------|-----|-----------|
| TO: | RJR ACCOUNT #: #447000 | CC: | J. MCLEAN |
| | MR. G. BURNS | CC: | |
| | MUTUAL WHOLESALE | | |
| FAX #: | (607) 723-4418 | | |

PARTNERS PROMOTION REPORTING: **DOR SEPT JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE 12300- | CASE SIZE | STATE USE | BRAND STYLE | NUMBER OF CASES | #/CARTONS TO PACK @ DISPLAY | #/SKUs (#545462) DISPLAYS / PREMIUMS |
|--------------------|--------------|--------------|------------------|--------------------|--------------------------------|---|
| 25467 | 6M | | DORAL LT 100 | 2 | 1 (ONE CTN) | 60 |
| 25469 | 6M | | DORAL MEN LT 100 | 2 | 1 (ONE CTN) | |
| 25468 | 6M | | DORAL 100 | 2 | 1 (ONE CTN) | |
| 25470 | 6M | | DORAL ULT LT 100 | 2 | 1 (ONE CTN) | |

PRODUCT PO # **081798**DISPLAYS / PREMIUMS PO # **N/A**

| DESCRIPTION | |
|-------------|--|
| 8/17/98 | PRODUCT ARRIVAL DATE |
| 8/31/98 | RETAIL DISTRIBUTION DATE (WEEK OF) |
| \$2,689.30 | EFT \$ AMOUNT |
| 4 CTNS | RETAIL BILLING PER DISPLAY |
| 50 | NO. OF DISPLAYS ON CUSTOMER LIST |
| \$112.00 | PACKING PAYMENT (\$14.00 x 8 (6M) PROMOTED CASES) |

| DESCRIPTION | |
|-------------|---------------------------------|
| 8/17/98 | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462 | ITEM NUMBER |
| 1.3500 | SKU CUBE |
| 2.2600 | SKU WT (W/OUT PRODUCT) |
| 40 OFFERS | NO. RETAIL OFFERS PER DISPLAY |
| 10 | NUMBER OF EXTRA DISPLAYS |

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98**.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51844 9107

WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|---------------|----|-------|-------|-----|-----------|----------|----------------|
| 162204 | 162226 | 519629 | TRAVELPORT EXPRESS | 735 UPPER COURT S | BINGHAMTON | NY | 13904 | 2 | | 3665-0000 | | (607) 775-3500 |
| 162204 | 162226 | 753151 | VINNY MART | 266 CHENANGO ST # | BINGHAMTON | NY | 13901 | 1 | | | | (607) 772-1138 |
| 162204 | 162226 | 251044 | HESS #32436 | 1153 VESTAL AVE | BINGHAMTON | NY | 13903 | 1 | | 0353-0100 | | (607) 772-8585 |
| 162204 | 162233 | 727918 | DELAWARE RIVER FLY | HE 1 | STARLIGHT | PA | 18461 | 6 | | | CIG | (717) 635-5983 |
| 162204 | 162226 | 762390 | NICKS NEWS | 144 COURT ST | BINGHAMTON | NY | 13901 | 1 | | | | (607) 773-8506 |
| 162204 | 162226 | 316818 | E-Z MART | 1552 CONKLIN RD | CONKLIN | NY | 13748 | 1 NYS | | | | (607) 775-4616 |
| 162204 | 162226 | 762156 | J&J STOP N SHOP | 198 ROBINSON ST | BINGHAMTON | NY | 13904 | 1 NYS | | 2890-0000 | | (607) 722-1714 |
| 162204 | 162226 | 298484 | FRONT STREET MOBIL | 710 OLD FRONT ST | BINGHAMTON | NY | 13905 | 2 NYS | | | | (607) 773-8420 |
| 162204 | 162226 | 763635 | J&J STOP N SHOP | 221 CONKLIN AVE | BINGHAMTON | NY | 13903 | 1 NYS | | 2890-0000 | | (607) 723-7035 |
| 162204 | 162226 | 087206 | J&J STOP N SHOP | 415 W MAIN ST | ENDICOTT | NY | 13760 | 1 NYS | | 2890-0000 | | (607) 785-2971 |
| 162204 | 162226 | 087208 | BOB'S MOBIL/F | 421 HOOPER RD | ENDWELL | NY | 13760 | 5 NYS | | | | (607) 754-9755 |
| 162204 | 162226 | 171221 | ROGER'S MARKET | 109 NORTH ST | ENDICOTT | NY | 13760 | 3 NYS | | | | (607) 785-0981 |
| 162204 | 162226 | 251033 | HESS #32432F | 3808 VESTAL PKY E | VESTAL | NY | 13850 | 1 NYS | | 0353-0100 | | (607) 798-0685 |
| 162205 | 162231 | 171166 | GREGGS BIG M #721 | ROUTE 11 | WHITNEY POINT | NY | 13862 | 1 | | | | (607) 692-3343 |
| 162205 | 162233 | 691489 | E-Z MART #4 | RT 12 | GREENE | NY | 13778 | 2 | | | | (607) 656-9339 |
| 162205 | 162231 | 632693 | S & D PETROLEUM | ROUTE 26 | CINCINNATUS | NY | 13040 | 2 NYS | | | | |
| 162206 | 162233 | 171481 | YE OLDE POLKE STORE | RR 4 BOX 235 | NORWICH | NY | 13815 | 2 | | | | (607) 334-5489 |
| 162206 | 162233 | 716109 | J&K CORNER CIGAR | 25 N BROAD ST | NORWICH | NY | 13815 | 2 | | | | (607) 334-9212 |
| 162206 | 162233 | 171409 | BARTLE PHARMACY | PO BOX 634 | OXFORD | NY | 13830 | 2 NYS | | | | (607) 843-2841 |
| 162210 | 162233 | 517247 | ARKVILLE COUNTRY ST | ROUTE 28 | ARKVILLE | NY | 12406 | 1 | | | | (914) 586-2442 |
| 162210 | 162233 | 727917 | WALTON VARIETY | 137 DELAWARE ST | WALTON | NY | 13856 | 1 | | | | (607) 865-9289 |
| 162210 | | 658711 | SAYDE'S COUNTRY STO | MAIN & LAKE STREE | FLEISCHMANN'S | NY | 12430 | 2 | | | | (914) 254-4010 |
| 162605 | | 269533 | JOHNS FINE FOODS | 88 NORTH AVE | OWEGO | NY | 13827 | 1 NYS | | | | (607) 687-2470 |
| 162605 | 162231 | 269537 | LAWLERS GROCERY | 1423 STATE ROUTE | OWEGO | NY | 13827 | 3 NYS | | | | (607) 687-9843 |
| 162605 | 162231 | 089394 | COMMUNITY SHOP IGA | 106 NORTH AVE | OWEGO | NY | 13827 | 5 NYS | | | | (607) 687-4287 |

PAGE BREAK TOTAL ACCOUNTS 25 TOTAL QUANTITY 50

TEMPLATE TOTAL ACCOUNTS 25 TOTAL QUANTITY 50